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**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE REQUESTED
EXAMINING GROUP 3628**

PATENT
Customer No. 25,537
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
James Howard DREW et al.) Group Art Unit: 3628
Application No.: 09/593,118) Examiner: Robinson Boyce, Akiba K
Filed: June 13, 2000) Confirmation No. 5555
For: A METHOD FOR EVALUATING)
CUSTOMER VALUE TO GUIDE)
LOYALTY AND RETENTION)
PROGRAMS)

Mailstop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT UNDER 37 C.F.R. § 1.116

In reply to the final Office Action mailed June 7, 2007, with a period for response extending through September 7, 2007, Applicants propose to amend the application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 23 of this paper.